

DEVELOPMENT OF TANSARAN BIDIN TOURISM VILLAGE BANDAR DISTRICT BENER MERIAH REGENCY

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Abstract

The development of sustainable tourism villages is a great potential in realizing prosperous and independent villages. Adequate development of tourist destinations, both in quality and quantity, both public infrastructure facilities and supporting facilities, is needed that are able to attract tourists. Improving destinations and the concept of tourism village potential needs to be developed to add value to the uniqueness of tourist attractions. To become a tourist village, it must have 3 components, namely having tourism potential, community interest and readiness for the development of local tourist destinations and the uniqueness of the concept of a tourist village. That the implementation of tourism villages has not fully implemented sustainable tourism and made culture the main capital. Therefore, it is necessary to develop and develop tourist villages towards progress and independence. The purpose of this study is to find out the development of the Tansaran Bidin Waterfall Tourism village, Banda District, Bener Meriah Regency and also to find out the factors that hinder the implementation of the development of the tourist village object. This study uses a qualitative descriptive research method with data collection techniques through observation, interviews and documentation. Based on the results of the study, it shows that the implementation of the construction of the Bidin Tansaran Waterfall tourist attraction by the Village Government with BUMK (Village-Owned Enterprises) and the community. The construction of the Bidin waterfall tourist destination is inadequate, the implementation is still at the stage of building basic (general) infrastructure facilities and is inadequate. It has not yet reached a developing status. . Facilities/infrastructure, road access/transportation to the location are still very limited, public facilities are inadequate. Parking is not yet available. Services to tourists are inadequate. Promotion is still simple, so the results have not been able to significantly increase the number of tourist visits, nor have they been able to improve the community's economy. . The quality of the concept of the development of the Bidin Tansaran Waterfall tourist destination is still limited, it does not have a sustainable development plan. The obstacles experienced in the development of the Tansaran Bidin Waterfall tourist village are budget limitations so that they have not been able to improve the quality and quantity of the development of the Tansaran Bidin Waterfall tourist destination. The limitations of the development of the regional government for village officials, Pokdarwis, BUMK and the community in building and improving the status of tourist villages, so that there is still a low level of competent and trained human resources, limitations in the development of the unique concept of tourism village progress.

Keywords: *Development, Tourism Village, Waterfall.*

INTRODUCTION

Aceh with the potential of a diverse tourism area, both the advantages of a very beautiful sea panorama, cultural uniqueness, natural tourism attractions, cultural tourism, man-made tourism also have the opportunity to be developed and the development of tourist destinations with sustainable development activity programs is needed. Aceh has 966 potential tourist attractions that have been recorded consisting of 568 natural attractions and 231 cultural attractions and 167 artificial tourist attractions, (Aceh Culture & Tourism Office 2023-2028).

Tourism in Aceh has adequate supporting tourist destinations, both infrastructure, public facilities, public facilities such as access roads to destination locations, electricity, clean water. Transportation system and other supporting infrastructure. For this reason, it is necessary to increase the development of adequate tourism infrastructure and a reliable transportation system. The potential of tourist destinations owned by each region is a great opportunity for development to attract tourists. Priority Sustainable development programs in improving the infrastructure of tourist destinations that have advantages such as accessibility of tourist destination infrastructure, transportation systems, especially public facilities, public facilities, and tourism supporting facilities/facilities, as well as tourism services need to be further improved both in terms of quantity and quality so that they have economic value and selling value that are able to attract tourists. The direction of tourism development and development in the present and future focuses on the development of quality supporting tourist destinations and the sustainable development of tourist villages in accordance with regulations

Bener Meriah Regency is one of the regencies in Aceh, . This regency is the result of the expansion of Central Aceh Regency. The largest population in this region is the Gayo, Acehnese and Javanese tribes. The majority language of the people of Kampung Tansaran Bidin is Suku Javanese and Suku Gayo, dengan mata pencaharian utama sebagai petani kopi, khususnya budidaya kopi, sayuran, and other horticultural plants. Almost seluruh penduduk meeluk religion of Islam dengan kehidupan yang kental dengan traditional values and Islamic Sharia. Bener Meriah Regency is not only famous for its coffee, but also famous for its various natural beauty. The Bener Meriah plateau does hold a lot of natural tourism potential, including waterfalls found in many locations. One of them is Tansaran Bidin Waterfall. Tansaran Bidin Waterfall Tourism is one of the tourist attractions in Tansaran Bidin Village. Bandar District, Bener Meriah Regency. Province of Aceh.

The tourist attraction of Tansaran Bidin Waterfall was opened by the local community in 2016 This is also the beginning of the crowd of this tour to be known and visited. The Head of Reje (village) Tansaran Bidin Bandar District, Bener Meriah Regency, Mr. Nasib "gave an explanation that the opening of this tourist village began in the pilot stage, namely in 2016 the local community took the initiative to open it". Tansaran Bidin Waterfall is a waterfall with a height of up to 50 meters. Tansaran Bidin Waterfall Tourism is located on a small overdraft on the slope of a valley in Tansaran Bidin Village, making the waterfall difficult to reach but holds charm, Tansaran Bidin Waterfall Tourist Attraction in addition to being able to enjoy a beautiful panorama and peaceful atmosphere will also get the sensation of adventure.



Figure 1: Tansaran Bidin Village Waterfall Attraction

The implementation of the development of the Tansaran Bidin Waterfall tourist destination until this stage is still very limited, both the quantity and quality of development are still very lacking. The development of available destinations is still very limited with road access to the cliffs still difficult to reach. down the valley, past scrub and forest. As well as walking along a narrow path on the cliff. There has been no construction of road access to the Tansaran Bidin Waterfall tourist destination. Road access to tourist destinations is still very difficult, there has been no widening of road access to the location, and there has been no increase in adequate development of tourist destinations, there has been no concept of sustainable development, and there has been no unique concept of development of the progress of tourist villages.

THEORETICAL FOUNDATION

a. Concept of Sustainable Development

Development is a process of change that is planned to improve various aspects of people's lives (Anggara & Sumantri :2016) According to Alexander in Anggara & Sumantri, development is a process of change that covers the entire social system, **Squirt** politics, economy, infrastructure, defense, education and technology, institutions and culture. According to Kainer, explained by Pertiwi (2017), "Sustainable development is ensuring dignified living conditions related to human rights, creating and maintaining a wide range of access alternatives in planning lifestyles. The principle of justice between the present generation and future generations must be taken into consideration in the use of environmental, economic and social resources. Comprehensive protection efforts for biodiversity and genetic diversity must be promoted". Sustainable development basically includes 3 dimensions, namely economic, social and environmental. which is aimed at realizing an equal distribution of the population between generations, both the current generation and the generation in the future. The goal of sustainable development is to improve the welfare of the community to meet human needs and aspirations (Salim 1990). According to Sutamiharja in Teguh (2022). The goals of sustainable development include efforts to realize:

- 1). Equitable distribution of the benefits of development results between regeneration. By utilizing natural resources for the sake of growth by paying attention to the limits in ecosystem control, the environmental system leads to and emphasizes the use of replaceable natural resources by reducing unreplaceable exploitation.
- 2) Safeguarding the preservation of natural resources and the environment and preventing ecosystem disturbances in order to ensure a good quality of life for future generations.
- 3). Utilization and management of natural resources solely for economic growth for the equitable distribution of natural resource utilization for future generations.
- 4), Maintaining the welfare of the community for the present and the future of generation.
- 5) maintain the benefits of development or management of nature and the environment that have a long-term beneficial impact both for the present and future generations
- 6) Maintaining the quality/quality of human life between generations according to their habitat.

b. Development of tourist villages

The conception of the development and development of a tourist village can start from the tourist attraction of the village and its environment. Tourism development in villages is inseparable from the integration of the development of the pillars of tourism destinations, tourism industry, marketing, and tourism institutions (Law No, 10 of 2009). Regarding (1) tourist destinations, tourist villages must have several basic elements including tourist attractions, public facilities, tourism facilities, accessibility and community. (2) the tourism industry is a collection of tourism businesses (homestays, tour guides, etc.) in the village on the MSME scale. (3) Marketing includes the introduction of tourism villages and products to the target market segment. (4) Institutions are forms of institutions in the village, namely BUMDES, cooperatives or Pokdarwis (BAPENAS DESA WISATA 3.0 Index of Resilience Tourism). The paradigm shift in tourism village development from growth to preservation means a shift in the direction of tourism village development policy from an organization to the concept of sustainable and resilience tourism village development.

Various types of tourism that are inherent in village life include agro-tourism, cultural tourism, marine tourism, nature tourism, aurotourism, village shopping tourism, manufacturing tourism, performance tourism, and ecotourism. The type of tourism in each village will be in accordance with the social character, environment, production system or livelihood of the population. The most important thing is to be a concern in the development and development of tourism. Tourism activities must be able to provide benefits and economic value for the welfare of the village community. Tourism activities must be able to provide sustainable added value.

Tourism is a total of activities related to tourism and is multidimensional and multidisciplinary that emerges as a form of the needs of every country as well as interaction between tourists and local communities among fellow tourists, governments, local governments and entrepreneurs (Nugroho in Tatik et al: 2022). Improving the status of tourism villages through the sustainable tourism village assessment pillar is adjusted to the assessment with the Minister of Tourism Regulation No. 9 of 2021

Research and Discussion Results**A. Profile of Transaran Bidin Waterfall Tourism Village**

The Tansaran Bidin Waterfall tourist village has a unique natural charm attraction but does not have adequate tourism destination development innovations and the development of infrastructure and tourism services until now has not been maximized. Based on the assessment criteria for the development stage of tourist attractions, the tourist attraction of the Tansaran Bidin Village Waterfall has not met the standard of a tourism development status. . developing both from the quality and quantity of general infrastructure development and supporting infrastructure is inadequate. Both the quantity and the quality. Then also the presence of security officers is also very necessary in this tourist attraction. Potential attraction Tansaran Bidin Waterfall tourism can be one of the tours that can attract domestic tourism. It can be seen from the achievements of Tansaran Bidin Waterfall Tourism at the pioneer stage to be able to enter the position for the nomination for 1st place in the 2019 API Award (Anugrah Pesona Indonesia) for the hidden paradise category. Based on this, it can be said that if the management of this waterfall tourism is maximized and cooperation in improving the development of infrastructure, facilities and infrastructure can be carried out optimally in accordance with the requirements of a tourism development and towards independent status, then Tansaran Bidin Waterfall tourism can become a potential and independent tourist village to increase the economic income of the surrounding community.

The natural tourism potential of Tansaran Bidin Waterfall has a waterfall with a clear waterfall flow, has cool air and a natural atmosphere typical of the mountains. The surrounding environment is surrounded by green trees, beautiful forests and natural panoramas that are suitable for recreation and relaxation. The cool climate typical of the Bener Meriah plateau gives its own attraction for visitors. The air around the location feels fresh because it is far from the city's pollution, and is dominated by green vegetation that soothes and refreshes the eyes. There is potential for tourist activities which is one of the main activities that tourists can do is to enjoy the natural panorama of the waterfall. Visitors can relax while enjoying the sound of gurgling water and the beauty of the surrounding scenery. The tranquil natural atmosphere is perfect for unwinding and seeking tranquility from the hustle and bustle of city life. In addition, this area is also often used as a place to take photos and take selfies because it has many interesting spots with a background of waterfalls and green forests that add beauty. Not only that, the Tansaran Bidin Waterfall area also has the potential to become an educational tourist attraction. With the biodiversity that exists around it, this location can be a place to learn about the environment, flora, fauna, and the importance of preserving nature. Educational activities such as nature observation, tree planting can be used as part of a useful tour.

The social and cultural potential also makes the tourist attraction of Tansaran Bidin Waterfall not only have stunning natural beauty, but also holds strong social and cultural potential in the lives of the surrounding community. This potential is an important added value in tourism development, because natural tourism combined with social and cultural elements can create a more diverse and meaningful attraction for tourists. Tansaran Bidin Waterfall tourism in its development has not shown an increase in the development of adequate tourist destinations, both infrastructure, public infrastructure and supporting facilities that meet standards. Due to the lack of support and guidance from the local government in the development and improvement of the development of tourist destinations that meet the standards of development towards independence. The implementation of development and development so far is with the support of the village government and the cooperation of pokdarwis, and the community who have received support from the village government and the village community, but there are still many plans to improve the construction of the infrastructure of the Tnsaran bidn waterfall tourist destination that has not been achieved, so that the progress of development has not been achieved optimally. Where it can be said that this tourist attraction has succeeded in standing with the efforts of village officials and the community who are trying to form and utilize the potential of tourist destinations that can be used with the aim of being able to improve the community's economy.

The implementation of the promotion of the Tansaran Bidin Waterfall tourist attraction has basically gone quite well even though it is still done in a simple way. The manager together with the community uses social media such as Facebook, Instagram, and WhatsApp to introduce this tour. In addition, promotion also occurs through word-of-mouth information, both between residents and tourists who have visited. This simple method turned out to be able to reach the wider community, so that the existence of Tansaran Bidin Waterfall began to be known not only in the surrounding environment, but also by tourists from outside the area. However, the implementation of this promotion is still limited due to budget constraints. Promotional efforts in the form of brochures, billboards, documentary videos, or tourism events have not been realized optimally. In fact, this form of promotion has the potential to be more effective in attracting tourist visits in a sustainable manner. With this condition, it can be said that the current implementation of promotion relies

more on community initiatives and local managers than support from local governments. In terms of social potential, the community around the waterfall area is known to have a friendly, open, and upholding the value of mutual cooperation. This can be seen from the way they maintain environmental cleanliness and cooperation in the management of tourist areas. Community participation is the main strength in the development of Tansaran Bidin Waterfall because they not only play a role as a guardian of nature conservation, but also as a host for tourists who come to visit. The presence of tourists also fosters positive social interaction between locals and visitors. Through these interactions, the community can expand their horizons, improve their skills in the field of tourism services, .

In addition, there is also the Economic Potential of Tansaran Bidin Waterfall, which has considerable economic potential if the progress of the development of tourist destination infrastructure can be improved which is able to increase tourist attraction and will increase tourist attraction which will provide new opportunities for the economic progress of the community. The presence of this tourist attraction opens up various new business opportunities and jobs that can improve the standard of living of the local community. This economic potential arises along with the increasing number of tourists who visit to enjoy the natural beauty and calm atmosphere in the waterfall area.

The basis behind the emergence of the idea to manage the Bidin Waterfall tourist attraction by opening this tourist attraction in 2016. It is the first step for the community to open access to the waterfall, marking a new development for the area. Although carried out simply, this effort shows the intention and enthusiasm of the community to make the Tansaran Bidin Waterfall a useful resource, not only for entertainment, but also has the potential to bring economic benefits and village development. For this reason, it is necessary to increase coaching and support in advancing the development and development of the progress of tourist attractions that are able to provide great opportunities for the improvement of the community's economy.

B Development of Tansaran Bidin Waterfall Tourist Destination

The implementation of the construction of the Tansaran Bidin tourist destination to attract tourists has been carried out to be accessible to the public, but for road access to the center of the waterfall tourist attraction the terrain is very difficult. The access road consists of a walkway. that are difficult to reach. In an effort to increase the potential attraction of the Tansaran Bidin Waterfall tourist attraction, the community together with pokdarwis and BUMK have built facilities that are still very limited and with inadequate building quality, very simple tourist destination facilities whose funds are sourced from village funds.

The facilities for the construction of tourist destinations at Tansaran Bidin Waterfall are still very lacking and inadequate, so they have not been able to attract tourists from outside, and have not been able to increase visitors/tourists so that they have not been able to improve the economy of the surrounding community. Because the availability of facilities is still inadequate, both in terms of quality and quantity based on the assessment standards that must be met by a tourist attraction that is not able to increase the number of visitors, The number of enthusiasts and attractions of the Bidin Waterfall tourist attraction is still very low, the decrease in the number of visitors to this tourist attraction is due to inadequate accessibility. The road to tourist locations is still relatively difficult to pass, especially in the rainy season. Damaged or unpaved road infrastructure makes visitors feel uncomfortable and reluctant to visit, especially for tourists from outside the area who are not familiar with the terrain.

The development of Tansaran Bidin tourist destinations is inadequate in terms of public facilities and infrastructure and service facilities are not available adequately, making tourists less interested in visiting. The efforts of the village government in the implementation of development, by prioritizing the development of facilities and infrastructure due to the accessibility of roads to tourist attractions which are very concerning and have the potential to endanger visitors. The road access is difficult to reach and requires a long travel time because the road is full of rocks and bushes, winding so visitors must be careful to pass through the road.

Table 1
Tansaran Bidin Tourist Attraction Facilities

Facilities that should be available at the attraction	Facilities available	Remarks
Public toilets	-	-
Healthcare	-	-
Gazebo/Say-Ball	-	Less worthy
Shops/stalls	-	Still a little
Parking Area	-	-

Source: Reuje office data

It can be seen from the table above that there is still not the maximum number of BUMK and village youth in the provision of tourist attraction infrastructure. From the lack of supporting service facilities that are in the object The village government and BUMK adjusted the existing funds to build facilities at the Tansaran Bidin Waterfall tourist attraction. The village government also expects budget support from the local government so that the Bidin Tansaran Waterfall tourist attraction can become a leading tourist destination in Bener Meriah Regency which is able to attract tourists and improve the community's economy. The community is also involved in the implementation of development to foster a sense of ownership of tourist attractions so that the development of the village can be sustainable. Thus, the construction of the Tansaran Bidin Waterfall tourist attraction at this stage is more directed at providing basic facilities that support visitor comfort while increasing tourist attraction.

The village government together with the community have tried to increase the construction of the Tansaran Bidin waterfall tourist attraction to increase the comfort of tourists by utilizing village funds for the construction of basic facilities in the tourist area. One of the steps taken is to build a staircase to the location of the waterfall so that access is safer, considering the condition of the road that was previously steep and slippery has the potential to endanger visitors. Although there are still limitations in the provision of other supporting facilities, this development effort is a tangible manifestation of the village government's attention to tourism development. The construction of tourist facilities is carried out in stages in accordance with the availability of the budget and the scale of the needs of the community as a whole. Currently, the tourist attraction of Tansaran Bidin Waterfall has not received full attention from the local government in the form of budget support. . The limited guidance of the local government on the development and development of Air Tetjun Tabsaran Bidin tourism and the limited budget has a direct impact on the slow development and construction of facilities and infrastructure in tourist sites. The village government and the surrounding community through BUMK can only carry out the construction of basic infrastructure facilities and simple repairs independently, make stairs with the village fund budget and maintain the cleanliness of the environment around waterfall tourism.



Gambar 4. Access Tourist Roads

Currently, the tourist attraction of Tansaran Bidin Waterfall has not received full attention from the local government in the form of budget support.



Figure 5. Road Access Repair

The village government in providing basic infrastructure facilities at tourist sites by encouraging community participation in the development of tourist destinations. This form of participation begins with community participation in deliberations and in the implementation of development and inviting the community to contribute. Community involvement is not only in the form of manpower, but also simple material support, such as providing donations of wood or stone, according to their respective abilities. For the community, this activity is not just an obligation, but a form of togetherness and long-term investment for the progress of the village. Thus, the participation that arises is born from the collective awareness that the development carried out will provide mutual benefits, both in terms of comfort and regional development.

C. Obstacles to the Development of Tasaran Bidin Tourism Village

a.. Budget Constraints

Budget limitations are an obstacle in increasing the development of tourist destinations for the bidin waterfall, both the availability of public infrastructure and tourist support facilities. Currently, the tourist attraction of Tansaran Bidin Waterfall has not received full attention from the local government in the form of budget support. This is due to the lack of budget allocation for the development and improvement of the development of the Bidin Waterfall tourist destination. Financial limitations in the village are prioritized in basic sectors so that there is no adequate development in the tourism area.

The absence of this budget has a direct impact on the slow development and increase in the development of facilities and infrastructure in tourist sites. Currently, the tourist attraction of Tansaran Bidin Waterfall has not received full attention from the local government in the form of budget support. As a result, tourism development is still highly dependent on the initiatives of the village government and the community. The absence of this budget has a direct impact on the slow development of tourist destinations, both the increase in the development of public facilities and infrastructure and supporting tourism service facilities at tourist sites.

The lack of available budgets is made by the government and the community in providing basic infrastructure facilities for waterfall tourist destinations by increasing the number of rowing in the implementation of development. Community involvement is not only in the form of energy, but also simple material support, such as wood or stone, according to their respective abilities. For the community, this activity is not just an obligation, but a form of togetherness and long-term investment for the progress of the village. Thus, the participation that arises is born from the collective awareness that the development carried out will provide mutual benefits, both in terms of comfort and regional development.

b. Lack of Regional Government Facilitators

Currently, the tourist attraction of Tansaran Bidin Waterfall has not received full attention from the local government in the form of budget support, institutional development of dervish groups in improving human resources, both training activities and mentoring. So that the existence of the institution is able to make a maximum contribution to the improvement of Tansaran Bidin Waterfall tourism. Institutional strengthening is important for the creation of a more professional and sustainable system.

CONCLUSION**Conclusion**

- 1, Increasing the sustainable development of Tansaran Bidin Waterfall tourist destinations still requires a long process. Due to the availability of infrastructure development of new tourist destinations at the stage of providing basic infrastructure, and in quantity and quality it is not available adequately. There is no availability of supporting tourism service facilities, there are no other supporting tourism services available. The quantity and quality of development still need serious attention from both the village government and the local government in increasing tourist attraction to provide greater usefulness and benefits for improving the community's economy
2. Regional Government Guidance on the Development and Improvement of the Development of Tansaran Bidin Waterfall tourist destinations is still very poor, budget support and guidance of the village government, dervish groups and the community in increasing their respective potentials and roles/functions so that the existence of the Tansarn Bidin Waterfall tourist village has not been able to have a positive impact on the economic improvement of the community.

SAEAN

1. It is necessary to increase the development of the Tansaran Bidin Waterfall Tourism Village in a sustainable manner and with the principle of resilience. Both in improving the quality and quantity of infrastructure development as well as the existence of the Bidin Target Air Terju tourism design can attract tourists and can increase the number of visitors so that it can have a positive impact on improving the economy of the community.
- 2, It is necessary to develop maximum local government in strengthening the potential of village apparatus, strengthening the organization of Pokdarwis, BUMK for clarity of organizational structure, division of labor, clarity of authority and responsibility of each party. This is important so that tourism management does not only run spontaneously, but also has a more professional and sustainable system.

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